

TRAVIS DUNCAN

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PROFESSIONAL EXPERIENCE

UNION PACIFIC, Omaha, NE

June 2008 – Present

Director - Customer Experience (CX) (December 2017 – Present)

- Manage the budget, resources, performance, and deliverables for teams with responsibility for:
 - Customer Experience (CX): Team of Senior UI Developers and User Experience (UX) practitioners with responsibility for the organization's digital customer experience and customer journey, including: design, development, and standards around Union Pacific's customer-facing web and mobile platform
 - Customer Relationship Management (CRM): Team of Senior Application Developers with responsibility for building, maintaining, and supporting the company's customer relationship management system, issue resolution system, and customer satisfaction process
 - Shipment Management: Team of Business Analysts, Senior Application Developers, and Contractors responsible for the development of systems used by customers to track, manage, and be notified of the status of their shipments
- Participate in corporate strategic initiatives, including a Center of Excellence to set vision for future digital experience across the customer journey, which included developing an omni-channel strategy for enabling customers to engage with Union Pacific
- Establish a cross-functional Customer Experience (CX) Alliance team composed of Customer and User Experience-focused professionals across Marketing & Sales and IT with responsibility over governance, design language definition, and web standards for our customer facing website
- Established an agile "ShipIt" team responsible for R&D and proof of concept work to support our digital customer journey, including the creation of an Amazon Echo / Alexa skill to enable customers to interact with Union Pacific via voice assistant
- Lead cross-functional team with plan to replace legacy customer relationship management system and web self-service and support systems
- Focus on improving shipment experience for customers by improving shipment delivery accuracy and enhancing visibility to customers through proactive notifications and self-service reporting
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Oracle (Siebel) CRM, Oracle Databases, Teradata

Senior Manager – Customer Experience (CX) and Shipment Management (March 2017 – December 2017)

- Planned, received funding, and conducted program management for a \$3.6 million-dollar project to improve the customer web / digital experience (**UX**), specifically focused on improving shipment notifications, self-service reporting, and billing functionality
- Defined and implement new organizational structure for centralized user interface development to ensure usable and consistent web presence across our customer website
- Led program to eliminate six legacy applications by consolidating into a single shipment management system, reducing IT maintenance and support costs and enhancing the customer shipping experience
- Served on committee to establish team and enterprise standards around agile software development and adopted the approach as part of the first wave of a departmental-wide agile transformation initiative
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Oracle Databases, Teradata

Senior Manager – Customer Experience (CX) (July 2014 – February 2017)

- Managed personnel, projects, and budget activities for a team of 20+ employees and contractors with responsibility over strategy, development, and support for Union Pacific's customer web experience (MyUPRR)
- Initiated, managed, and implemented multi-million-dollar projects to integrate, streamline and improve the customer web experience, including:
 - Streamlined the online portal through which customers manage (plan, ship, trace, and pay) their shipments by moving to a responsive, mobile-friendly website built on modern web technologies
 - Enhanced notifications, web analytics framework, and self-service support functionality
 - Improved account security, including registration, account management, and access control
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Liferay Portal, Oracle Databases, Teradata

Manager - MyUP Portal (March 2011 – July 2014)

- Grew the portal team from two members to a diverse team of 18 with a strong mix of employees, contractors, and interns
- Created a single unified enterprise portal strategy with delegated ownership and governance driven by clearly defined roles and responsibilities
- Consolidated three web portals into a single unified Liferay platform by retiring two legacy portal platforms (Oracle and TIBCO) with 2+ million monthly views
- Built, supported, and maintained 30+ job and role-specific portal views across 15+ departments (Operations, Marketing & Sales, Finance, Etc), with over 2 million views per month from 46,000+ unique users (both mobile and non-mobile versions)
- Lead a cross-functional, multiple-department team through a multi-million-dollar project that resulted in the development and delivery of a portal that provided key transportation management employees with the information necessary to do their jobs on a daily basis
- Established a feedback and metrics tracking system which consolidated user, group, and application information to provide insights into usage behavior and aid in the web design and development process
- Chaired cross-functional team to analyze, understand, and develop a plan for a unified enterprise search platform and implemented search enhancements within the enterprise portal framework
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Liferay Portal, Tibco Portal, Oracle Portal, Apache Wicket

Team Lead - Portal and User Interface Technologies (January 2010 – March 2011)

- Planned for, delegated, oversaw, and ensured the quality of all portal deliverables
- Coordinated the efforts of team members through daily scrums and monthly planning meetings
- Defined governance processes and procedures for application and portal owners
- Collaborated with teams to create project scopes, schedules and road maps for portal deliverables
- Created and implemented migration plan to move away from legacy portal platform
- Evangelized and enforced the vision of the portal

Engineer - User Experience / Usability Specialist (June 2008 – January 2010)

- Conducted usability tests, card sorts, contextual inquiries and other user-centered design activities to improve usability and consistency of internal web applications
- Established and chaired a cross-functional committee to set and enforce interface standards and ensure consistency (User Interface Standards Lead)
- Created comprehensive self-service documentation (User Interface Guide) for the web, which included: user interface and terminology standards, design patterns, design principles, best practice articles
- Designed functionality and tools for job-centric portals
- Designed interfaces for moving mainframe applications to the web
- Acted as a consultant for development teams needing help with tough design challenges

Additional Union Pacific Responsibilities and Activities

- Recruiting Lead for alma mater (Missouri S&T)
- Presented on UX implementation in large corporations at the HCI International Conference 2015
- Created videos and presentations for executive staff presentations and conferences
- Developed an IT Leadership Series on outsourcing
- Participated on multiple cross-functional teams focused on improving the application development tools and processes used across the enterprise

ABIDE OMAHA – Pro Bono Consultant, Omaha, NE (January - February 2018)

- Conducted literature reviews, records reviews, interviews and leveraged key strategic frameworks (VRIO, Goal Setting Theory, Balanced Scorecards) to assess organizational effectiveness
- Developed a plan and roadmap to grow Abide into a \$5 million community organization, focusing on the organization's internal growth capacity through an assessment of the organizational structure, staffing needs, job descriptions, processes, strategic plan, and funding sources

NATIONAL STRATEGIC RESEARCH INSTITUTE – Paid Consultant, Omaha, NE (August - November 2017)

- Worked with a team of MBA students from the University of Nebraska-Omaha in partnership with the National Strategic Research Institute to analyze a service that would give businesses the opportunity to test high-risk, strategic business decisions in a simulated but realistic environment
- Produced a market viability report and presentation for bringing the service to market

EDUCATION

- Master of Business Administration, University of Nebraska in Omaha, Omaha, NE
- Bachelor of Science in Business and Management Systems, Missouri S&T, Rolla, MO
- Bachelor of Science Information Science and Technology, Missouri S&T, Rolla, MO

SKILLS SUMMARY

- Customer Journey Mapping
- Heuristic Evaluations
- Mockup & Prototype Creation
- Card Sorting
- Usability Testing
- IT Program & Project Management
- Project Planning & Estimating
- Budget Forecasting & Management
- Agile Development
- Scrum Master
- Adobe Creative Suite
- HTML
- CSS
- JavaScript
- SQL

WEB RESOURCES

- Personal Website: <http://livelifedigital.com>
- GitHub Projects: <https://github.com/trav2003>